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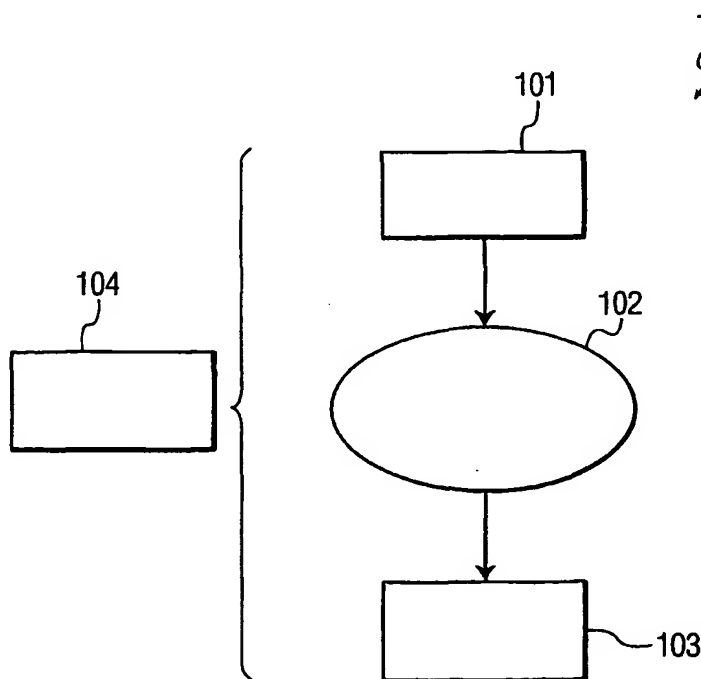
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- (71) Applicant (for all designated States except US): **KONINKLIJKE PHILIPS ELECTRONICS, N.V.** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).
- (71) Applicant (for AE only): **U.S. PHILIPS CORPORATION** [US/US]; 1251 Avenue of the Americas, New York, NY 10020 (US).
- (72) Inventor; and
- (75) Inventor/Applicant (for US only): **VAN DOREN, Egdius, G., P.** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).
- (74) Common Representative: **KONINKLIJKE PHILIPS ELECTRONICS, N.V.; INTELLECTUAL PROPERTY & STANDARDS, c/o PIOTROWSKI, Daniel J.** P.O. Box 3001, Briarcliff Manor, NY 10510-8001 (US).
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(54) Title: **ADAPTIVITY OF AMBIENT INTELLIGENCE TO FULFILL CONSUMER NEEDS**



(57) **Abstract:** The present invention provides a system and method for a user to set and reset and even turn to zero, the level of heuristically guided behavior exhibited by a consumer electronic (CE) product. A CE product, according to a preferred embodiment of the present invention, exhibits at least one behavior guided by a predetermined heuristic wherein the heuristic can be applied in cumulative steps that increase or decrease or set to zero the level of an exhibited behavior.

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